

# Premier

*The Aluminum Six with Magnetic Gear Shift*

## Victory Is a Wonderful Thing---Isn't It?

FRANKLY, last year, it took nerve to bring to Chattanooga a car that had so many new things on it that there was really nothing with which to compare it. People stood one another's feet to get a look at the Aluminum Six with Magnetic Gear Shift—just as people push and jam to see a British tank or a new type of fighting plane. The extraordinary ALWAYS DRAWS a crowd—that way.

But was the new push-button gear shift practical?

Was the aluminum motor the thing?

Was an eight-inch bridge girder frame necessary?

Was a "V" type radiator, that made a one hundred and thirty-two inch car out of a one hundred and twenty-five inch wheelbase, along the right lines?

Admit it. That's exactly the sort of thoughts you had when you visited us last year. We knew theoretically we were right—but we couldn't back up our belief with anything more than technical arguments.

This year—what a difference!

Come up and ASK us. We have the kind of proof NOW that people spend money on.

Take your Cutler-Hammer gear shift, for example. Grasp this—for it's startling and true. A little better than three thousand magnetic-shifted Premiers are in the hands of users today—and not since the day we sold the first one has there been even the intimation of a complaint on the gear shift. This is a better showing than the first electric starters made.

You can get the push-button gear shift only on Premier.

Now, take the aluminum motor.

We did not build the first aluminum motored car in America—that distinction belongs to another Indianapolis car. But we built the second—and from the looks of things around several other high-class salesrooms in Chattanooga, the aluminum motor appears to be pretty well thought of. The only objection to it is that there aren't nearly enough of them—yet.

In our opinion, there isn't a factory in America today that wouldn't go to the aluminum motor if it were convenient to make the change. It's not a little job to re-tool a factory for an improvement like this. We can't all do what we'd like to—no matter how much our judgment and observation argues that we ought to act.

You see, Premier started with an aluminum motor—that's the idea. Others are planning to aluminize their cars. Some have already. But with one single exception we have had more experience with this advanced type of motor than anybody in America. Meanwhile, just remember that the aluminum motor is a fixture in the motor car—for all time to come—and a fixture that is absolutely sure to dominate. This is the general decree of practically all engineering authority the world over. We were right when we adopted aluminum. Three thousand successful cars in the field confirm it. We want to tell you the fundamental difference in the action of an aluminum motor as contrasted with the action of an iron motor—but we can't tell you in type. Drop around this week.

Now, what do you think of the bridge girder type of frame by this time?

We told you last year it was the thing. We explained how a husky frame under a car kept it in line, prevents frictional wear and eliminates the danger of crystallization by keeping strain and twist off the vital, working parts. We also told you that our frame would keep our car right and new and free from rattles. You have the advantage of us this year. You know as much about it as we do. The Premier cars that have run ten and twelve thousand miles are absolutely as tight-fitting and new as they were the day they left the factory. Incidentally, snoop around a bit and you'll find out that others have quietly adopted Premier's idea on how a frame ought to be built. For this flattery—much thanks. And these other fellows know what they're about—don't overlook that fact. They're wise—but we were wise FIRST.

The Premier scheme for getting more body room into less wheelbase looks pretty good right now—with the cost of operating such a factor.

And the general balance and lightness of our car, harking back to the aluminum motor, is also attractive when you figure tires, gas and general upkeep.

The car's very short turning radius is still a big inducement.

And you never can get away from Premier's own distinctive style appearance.

Premier's ravishing beauty is more than skin deep—it is founded on the very innermost, marrow of the chassis itself. It sits saucily low, and its compelling grace of line had to antedate even the first blue-prints—it could not have been put on as an afterthought.

Hunt till you find a car that somehow makes you think of the boulevards of Europe, and still has a dash of daring originality that is unmistakably American—that's Premier.

All in all, we think well of ourselves this year. We have done some things under these stressful war times of which any factory has a right to feel proud. We undertook to shatter a few deep-rooted precedents in motor car construction. We voluntarily enlisted in a strenuous fight. We went to the front for your motor car comfort and convenience. We were backed by an almighty good car—and we simply won.

Victory is a wonderful thing— isn't it?

**PREMIER MOTOR CORPORATION**

# MUTUAL AUTO COMPANY

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